

Survey results mean changes to Scope

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Thanks to survey feedback from hundreds of Airmen at the 193rd Special Operations Wing, public affairs personnel have now identified and made some key changes regarding the methods of news delivery at the Wing.

The results of a recent survey about news preferences indicated that 193rd Airmen are most comfortable going online to view the Wing's current top stories and photos. However, many of these Airmen also expressed concern over the possibility that the 193rd SOW's 45-year-old print publication, Scope, could disappear. Many comments centered on the question of "where will we go for details like promotions, menu items and job opportunities if there is no more Scope?"

So after much discussion and deliberation and with the blessing of senior leadership, Wing public affairs personnel have devised a plan that is, hopefully, offering the best of both worlds. This plan has involved changes to the Scope publication and also to the Wing's public website. These changes have started and you can see the difference in our recent Scope publications. In the future we will not be posting the Scope to our public web site as it will become a digital publication distributed electronically to wing personnel.

To ensure widest dissemination and readership, the stories and photos highlighting the work of the Wing will go directly – and immediately – onto the 193rd SOW's public website at <http://www.193sow.ang.af.mil/>, so they may be viewed from anyone, anywhere.

The publication, Scope, will take on a shorter, newsletter format and will be reserved for information that is intended specifically for Wing personnel. For example, unit training assembly information, menu items, promotions and upcoming Wing events and job opportunities will be printed in the Scope and made available electronically to all Wing Airmen. Other pertinent Department of Defense, Air Force and National Guard-wide information that *directly* affects these Airmen may be highlighted in the newsletter as well.

The changes to Scope and the more timely additions of pertinent stories and photos to the public website will ensure that Wing public affairs personnel are meeting the demands of local readers while evolving into a modern-day news source that will help expand the great work of 193rd Airmen to audiences at state, major command, National Guard Bureau and Pentagon levels.

